



SOCIAL Entrepreneurship

Solutions to Environmental Problems

ELL C - Advanced English

Tuesday, December 6, 2022

Lesson Learning Goals

01

LANGUAGE

- Identify main idea and supporting details
- Identify problem-solution relationships in text
- Support text interpretation with text evidence
- Use context and word parts to interpret new vocabulary

02

CONTENT

- Define social entrepreneurship
- Explore entrepreneurial solutions to environmental problems

03

Assessment

Describe how an entrepreneurship provides a solution to an environmental problem

Lesson Agenda

01

WARM-UP

- Discuss business ownership

02

BUILD KNOWLEDGE

- Identify elements of social entrepreneurship
- Explore how social entrepreneurs contribute to solving environmental problems

03

CLOSE READING

- Analyze an article to identify
- main idea and author's purpose
 - problem -solution relationships
 - how a social entrepreneur contributes to solving an environmental problem

04

APPLICATION

Write a paragraph that describes how an entrepreneurship provides a solution to an environmental problem



01

WARM-UP

- Discuss business ownership



What do all of these pictures show?

Do you know someone who owns or owned a business?

Who? Where? What kind of business?

Would you like to own a business? What kind of business?



02

BUILD KNOWLEDGE

- Define social entrepreneurship
- Explore entrepreneurial solutions to environmental problems

Social Entrepreneurship

What does it mean?

Social

- relating to *human society and its organization*
- relating to *meeting people, forming relationships with them, and spending time with them*



Entrepreneurship

entrepreneur / ship

- *entrepreneur*
 - *entreprendre* = French for *undertake* or *start up*

An *entrepreneur* is a person who *undertakes* or *starts up* a business.

- *_ship* = noun suffix
 - *condition, act, character, or skill*

Entrepreneurship is the *condition or act of starting a business*.

Put it Together...

Social Entrepreneurship

Social entrepreneurship is the act of starting up a **business** that benefits **society** or the **environment**.

entrepreneur

entrepreneurship

entrepreneurial

Activity Preview: View a Website

Explore social entrepreneurial solutions to environmental problems.



Consider:
What makes a business a **social entrepreneurship**?

<https://www.mitimeth.com>



Before we begin...vocabulary

water hyacinth

A water plant that is spreading to many countries; harmful to the environment

https://www.youtube.com/watch?v=b_LQCFUKY1c [0.00 - 1.20]

handicrafts

handi - crafts

Handmade products

invasive weed

A plant that takes over an area and kills off the other plants and animals that live there

woven

Made by crossing threads or long pieces of material over and under each other (e.g., woven baskets)


aquatic

aqua - tic

Relating to water; living in water

sustainable

Making something in a way that does not use up or destroy natural resources





Exploring Social Entrepreneurship



Together we will...

- Visit the website: <https://www.mitimeth.com>
- Complete a graphic organizer with information from the MitiMeth website
- Explain where on the website we found the information (cite evidence)



What makes a business a social entrepreneurship?

1 What environmental problem did Achenyo identify?



2 What solution did she think of?

3 What was her entrepreneurial idea?

Elements of Social Entrepreneurship

MitiMeth

STEP 1

Identify a Problem

- Invasive aquatic weed (water hyacinth) harming the environment

STEP 2

Think of Solutions

- Harvest weeds
- Make something beautiful

STEP 3

Create a Business Idea

- Create home decoration handicrafts that employ local people



03

CLOSE READING

Analyze an article to identify

- main idea and supporting details
- problem -solution relationships
- how a social entrepreneur contributes to solving an environmental problem

Predict what the article is about:



Talk about the photo:

1. Who is in the picture?
2. What is he doing?
3. This picture goes with an article titled:

***Andrew Mupuya:
Paper Bag King***

What do you think the article is about?

Environmental Conservation What does it mean?

environmental

environ / ment / al

- **environ:**
 - *an area surrounding a place.*
- **_ment** = noun suffix
 - *resulting condition, or action*
- **_al** = adjective suffix
 - *relating to, of the kind of, having the form of*

***Environmental** means relating to the state of the surrounding area.*

conservation

conserv / ation

- **conserve:**
 - *to use (resources) carefully in order to prevent loss or waste*
- **_ation** = noun suffix
 - *the action or process of doing something*

***Conservation** is the action of using resources carefully to prevent loss or waste.*

Put it Together...

Environmental Conservation

Environmental conservation is the action of using resources from the surrounding area carefully to prevent loss or waste.

conserve

conservative

conservation



Other Vocabulary

ban

To say that something cannot be used or done

curb

To control or limit (something)

launch

To start up something like a new business

embark

To begin a long trip or journey

client

A person or company who pays another person or company for services

critical /acute


Very important

promote

To help something develop or increase

eradicate

To eliminate or destroy something harmful



Andrew Mupuya: Paper Bag King

Close Reading

- Read CNN article about YELI
- Answer questions on the Jamboard:
[<https://jamboard.google.com/d/1QFX-vYESVmQDtOrVhIZTGVHj6ntWblizLUSGBsCloUs/edit?usp=sharing>]
- Write the line numbers of the text to show where you found the information (cite evidence)



Reading 1: Andrew Mupuya Paper Bag King

1 Award-winning entrepreneur Andrew Mupuya was just 16 years old when he decided to take on the world.

That was back in 2008, when both of Mupuya's parents had lost their jobs. They could only afford to cover his school fees. "I had to get to meet my basic needs by myself," remembers the Ugandan businessman. "I decided to face the world alone."

Inadvertently, the government of Uganda came to Mupuya's aid. At the time, officials in the country announced that they were considering a ban on plastic bags to curb environmental damage. Mupuya, who was still in secondary school, immediately saw this as an opportunity to launch a paper bag production company.

10 To start out his small operation, Mupuya figured out he needed a capital of 36,000 Ugandan shillings (\$14). He raised the first \$11 from selling 70 kilos of used plastic bottles he'd collected over one week. Mupuya then borrowed the remaining \$3 from his school teacher. Then he embarked on his entrepreneurial journey producing paper bags.

Today, at the age of 21, Mupuya is the owner of Youth Entrepreneurial Link Investments (YELI). YELI employs 16 people who produce up to 20,000 paper bags each week. His long list of clients includes multinational companies like Samsung.

"Right now I have 72 clients," says Mupuya. "Ninety per cent of our clients always come back."

15 In 2012, Mupuya was the winner of the \$30,000 Anzisha Prize. This is a major award given to young African entrepreneurial leaders who address critical needs in their communities.

"It shows to me how I am doing the right thing and it helps me define the impact I am creating."

Uganda has attempted to ban plastic bags to deal with its acute waste management problem and promote environmental conservation. Yet, they are still used in Kampala. They often block drainage systems or collect in heaps on the side of the road. Mupuya, however, believes Ugandans will eventually choose paper over plastic.

"A paper bag is eco-friendly, it can easily decompose," he says. "But plastic bags take too long, so that is the difference."

20 The YELI team cannot keep up with the increasing orders. Mupuya says one of the biggest challenges for his startup right now is supply and demand. "My next step is to get a machine [to help production] because I am only able to supply 5% of the demands I have."

Yet Mupuya says that this is a problem that most clients understand. They push him to keep thinking big and press ahead with his plans to promote environmental conservation.

35 "My vision is to have a cleaner Africa by eradicating use of plastic bags and emphasis on paper recycling," he says. "I dream of having a big plant where I am able to supply paper bags all over Africa," adds Mupuya, "So I believe this is just the start."

1. Which of the following best states the main idea of the article?
 - A. The steps Mupuya took to become a successful entrepreneur
 - B. Mupuya's receiving a special award for his contribution to environmental conservation
 - C. Mupuya's decision to make paper bags to improve the environment
 - D. Mupuya's journey to become an entrepreneur who supports environmental conservation
2. What is the author's purpose in writing this article?
 - A. To persuade others to use paper bags, not plastic bags, to help the environment
 - B. To give an example of how entrepreneurs can promote environmental conservation
 - C. To discourage people from starting their own businesses
 - D. To convince people to finish their education

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Reading 2: Andrew Mupuya-Paper Bag King

1. What problem did the Ugandan government want to solve?
[line(s): _____]

2. What solution did the Ugandan government propose?
[line(s): _____]

3. Why did Mupuya see the government's proposed solution "as an opportunity to launch a paper bag production company"?
[line(s): _____]

4. What was Mupuya's method for raising money to start his business? [line(s): _____]

5. What happened to Mupuya that helped him see he is "doing the right thing"? [line(s): _____]

6. Mupuya describes a paper bag as "eco-friendly." How does he explain what he means? [line(s): _____]

7. What evidence in the text shows that Mupuya wants to become even more successful? [line(s): _____]

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Reading 3: Andrew Mupuya-Paper Bag King

In paragraph 3, the author uses the word "inadvertently" to...

- A. show the government wanted to help Mupuya
- B. show the government challenged Mupuya's idea
- C. give an example of unplanned government help
- D. show that Mupuya did not have government permission

The author of the article describes Mupuya's launching of his company as an "entrepreneurial journey." Use the timeline below to list key events in Mupuya's entrepreneurial journey.

2008: Event 1: _____

Event 2: _____

2012: _____

Today: _____

Future: _____



04

APPLICATION

Write a paragraph that describes how Mupuya's entrepreneurship provides a solution to an environmental problem



Writing

Write a paragraph to explain how Mupuya's social entrepreneurial idea provides a solution to an environmental problem. In your paragraph, make sure to...

1. describe the environmental problem presented in the article,
2. describe how Mupuya's company provides a solution to the problem, and
3. give evidence from the article that shows Mupuya is successfully promoting environmental conservation.

Preview Upcoming Lesson

We will...

1. Review the 3 elements of social entrepreneurship
2. Explore how entrepreneurs persuade people to support their companies and buy their products
 - a. Discuss/review text purpose
 - b. Describe persuasive writing
 - c. Identify techniques used in persuasive writing
3. Evaluate a persuasive article



THANKS!

Do you have any questions?



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